

Clear Channel stations have been instrumental in promoting the First Ladies' Walk for Life...Steps Against Breast Cancer in Columbia, SC. The Walk for Life is an annual breast cancer awareness and education 3 mile walk. An estimated 10,000 individuals in our community participated and Clear Channel had alot to do with this. During the time we were recruiting walkers (June - September), Clear Channel stations did PSAs for us at least 3 times a day to help get the word out. Clear Channel also made sure the the public knew early detection in the best protection. Their promotion of this event helped to make it the success that it is!

Sincerely,

Beth Blackmon

South Carolina Cancer Center Dev. Coor.